

CLAIMS

We claim:

- 5 1. A method of Web site processing, comprising:
- receiving branding information;
- receiving configuration information whereby such configuration
- information includes selection and definition of one or more segments, products,
- and models; and
- 10 storing said branding information and said configuration information in a
- data store.
2. A method of processing at a network location, the method
- comprising:
- 15 receiving branding information for a subscriber network site;
- receiving configuration information from a subscriber, wherein the
- configuration information specifies a selection from among a plurality of
- predetermined flow sequences of linked pages;
- storing the branding information and configuration information such that the
- 20 branding information and configuration information may be retrieved in response

to a request for a page of the subscriber network site to dynamically generate a corresponding page of the subscriber network site.

3. A method as defined in claim 2, wherein each predetermined flow
5 sequence defines alternative hierarchical arrangements of linked pages.

4. A method as defined in claim 3, wherein a set of attributes further
define contents of linked pages at each level of the hierarchy.

10 5. A method as defined in claim 4, wherein the attributes can be
searched by the network user.

6. A method as defined in claim 3, further including:
receiving a request from a network user at a host site for a page of the
15 subscriber network site;
transmitting a dynamically generated page from the host site to the network
user comprising a page corresponding to the requested subscriber network site
page.

7. A method as defined in claim 6, wherein the alternative hierarchical arrangements of the predetermined flow sequences include market segments, product lines, and configurable models offered by the subscriber.

8. A method as defined in claim 6, wherein the market segments comprise different network address domains hosted at the network host site, and the subscriber network site comprises a sub-domain of the network host site.

9. A method as defined in claim 6, wherein the alternative hierarchical arrangements of linked pages are defined by linked template pages specified by a scripting language.

10. A method as defined in claim 9, wherein the scripting language implements Java Server Pages.

11. A method as defined in claim 3, wherein receiving configuration information comprises receiving information relating to product lines offered by the subscriber.

12. A method as defined in claim 3, wherein receiving configuration information comprises receiving information relating to configurable models offered by the subscriber.

13. A method as defined in claim 3, wherein the pages are dynamically generated by a server process of the network location.

14. A method as defined in claim 3, wherein the page arrangements are defined by a template page in a scripting language.

15. A method as defined in claim 12, wherein the scripting language implements Java Server Pages.

16. A network server comprising:
a server that receives branding information for a subscriber network site and receives configuration information from a subscriber, wherein the configuration information specifies a selection from among a plurality of predetermined flow sequences of linked pages;

a data store in which the branding information and configuration information is stored, such that the branding information and configuration information may be retrieved by the server in response to a request for a page of

the subscriber network site to dynamically generate a corresponding page of the subscriber network site.

17. A network server as defined in claim 16, wherein each predetermined
5 flow sequence defines alternative hierarchical arrangements of linked pages.

18. A network server as defined in claim 17, wherein a set of attributes
further define contents of linked pages at each level of the hierarchy.

10 19. A network server as defined in claim 18, wherein the attributes can
be searched by the network user.

20. A network server as defined in claim 17, wherein the server further
receives a request from a network user at a host site for a page of the subscriber
15 network site and transmits a dynamically generated page from the host site to the
network user comprising a page corresponding to the requested subscriber network
site page.

21. A network server as defined in claim 20, wherein the alternative
20 hierarchical arrangements of the predetermined flow sequences include market
segments, product lines, and configurable models offered by the subscriber.

22. A network server as defined in claim 20, wherein the market segments comprise different network address domains hosted at the network host site, and the subscriber network site comprises a sub-domain of the network host site.

23. A network server as defined in claim 20, wherein the alternative hierarchical arrangements of linked pages are defined by linked template pages specified by a scripting language.

24. A network server as defined in claim 23, wherein the scripting language implements Java Server Pages.

25. A network server as defined in claim 17, wherein receiving configuration information comprises receiving information relating to product lines offered by the subscriber.

26. A network server as defined in claim 17, wherein receiving configuration information comprises receiving information relating to configurable models offered by the subscriber.

27. A network server as defined in claim 17, wherein the pages are dynamically generated by a server process of the network location.

28. A network server as defined in claim 17, wherein the page arrangements are defined by a template page in a scripting language.

29. A network server as defined in claim 26, wherein the scripting language implements Java Server Pages.

30. A system that provides dynamic branding for a computer network site that produces display pages, the system comprising:

a data store of the computer network, at which data for the computer network site is stored;

processing means for receiving branding information for the computer network site and for receiving site configuration information from a subscriber, wherein the configuration information specifies a selection from among a plurality of predetermined flow sequences of linked pages for the site; and

server means for dynamically generating a page of the subscriber site in response to a user request for the page, wherein the generated page is generated in accordance with the branding information and configuration information.

31. A system as defined in claim 30, wherein each predetermined flow sequence defines alternative hierarchical arrangements of linked pages.

5 32. A system as defined in claim 31, wherein the page arrangements are defined by a template page in a scripting language.

33. A system as defined in claim 30, wherein the configuration information received by the processing means comprises information relating to
10 product lines offered by the subscriber.

34. A system as defined in claim 30, wherein the configuration information received by the processing means comprises information relating to configurable models offered by the subscriber.

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